

Congressional Management Foundation evaluated 620 Congressional sites; Rep. Israel is one of four recognized with a Platinum Mouse Award

Washington, DC – On Wednesday, Rep. Steve Israel was recognized by the Congressional Management Foundation (CMF) for having the best House Member Web site in Congress.



The 111th Congress Gold Mouse Project evaluated 620 congressional Web sites, including those of all Senate and House Members and Delegates, committees, and official leadership sites, and selected 131 offices for a Gold, Silver or Bronze Mouse Award. From these, CMF chose four offices for the highest honor—a Platinum Mouse Award. Rep. Israel earned the Platinum Mouse Award for the top House site.

“For many of my constituents, my Web site is their gateway to Washington. That’s why I work hard to make sure that it’s transparent, accessible and informative,” said Rep. Israel.

“One of the key reasons for the awards is to highlight best practices so offices can improve their sites by learning from those already excelling in online communications,” said Beverly Bell, CMF’s Executive Director. “Web sites like Congressman Steve Israel’s serve as a prime example that we hope other congressional offices will follow. Congressman Israel’s Web site shows that he understands how to meet the needs of his various audiences. The Congressional Management Foundation congratulates Congressman Israel for having the best House Member Web site on Capitol Hill, and we are pleased to present him with the 111th Congress Platinum Mouse Award.”

Web sites were graded on how well they incorporate five core principles that CMF identified through extensive research as critical for effectiveness: know your audience, provide timely and targeted content that meets their needs, make the site easy to use, foster interaction both on and offline, and add value through innovation.

Last week, Rep. Israel re-launched the Web site with a new look and features to give users an improved online experience.

Rep. Israel previously received a Silver Mouse Award in 2006. His website is available at <http://israel.house.gov>.